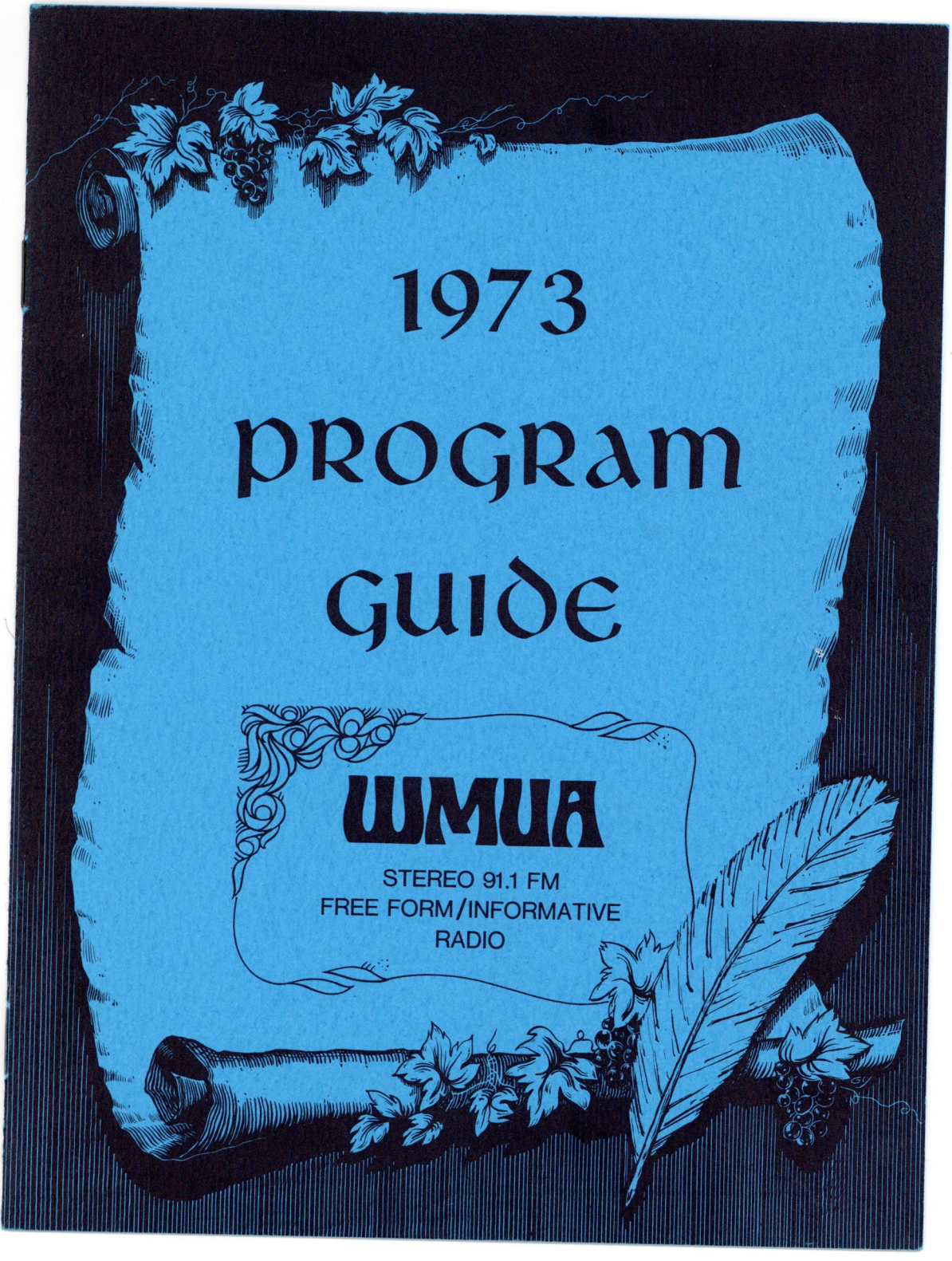
1973
PROGRAM
GUIDE
WMUA
STEREO 91.1 FM
FREE FORM/INFORMATIVE
RADIO

MONDAY:

6:00—10:00 a.m. THE MORNING SHOW WITH DICK MOULDING
7:00 a.m. NEWS, SPORTS, WEATHER
7:30 a.m. NEWS, WEATHER
8:00 a.m. NEWS, SPORTS, WEATHER
8:30 a.m. NEWS, WEATHER
9:00 a.m. NEWS, SPORTS, WEATHER

About the Morning News . . .
At 7, 8, and 9 a.m. WMUA NEWS is five minutes of the latest world and national news, from United Press International's Audio Network, followed by five minutes of regional and Amherst news, a sports report, and Pioneer Valley weather.
At 7:30 and 8:30 a.m. the newscast consists of a ten minute news report and the day's weather.

10:00 a.m.—2:00 p.m. MUSIC WITH ROCKET RICK
12:00 noon NEWS, SPORTS, WEATHER
News at 12:00 is ten minutes of the latest developments, centering on University and Amherst stories and reports from the farflung correspondents of the UPI Audio Network. A five minute sports reqort and the weather conclude the noon report.

2:00—6:00 p.m. MUSIC WITH CHRIS SOPHINAS

3:00 p.m. NEWS, SPORTS, WEATHER—
Same format as news at 12:00.

6:00 p.m. MUSIC

7:00 p.m. NEWS, SPORTS, WEATHER—
The Evening Report is a full half-hour of news and sports, the most complete radio newscast in the Pioneer Valley. Fifteen minutes of news, aided by WMUA correspondents around the area. Complete coverage of all UMass Athletics and other sports news, and a five minute recap of the day's events and the weather round out the half hour.

7:30 p.m. THE UNIVERSITY WEEK IN REVIEW—
A weekly news magazine which concentrates on University and area events during the previous week. This half hour news program features DVP lectures, Student and Faculty Senate reports, trustee meetings, plus special reports on various aspects of university life. The Week In Review is produced by Dick Brooks and co-anchored by newsmen Jeff Howlett and John Gallagher. It is aired every Monday evening.

8:00—10:00 p.m. UJAMAA DRUM—
Black programming for the Pioneer Valley featuring black music, news, and views.

10:00 p.m. FOCUS
Live. Weekly public affairs series featuring discussion and commentary on national, state, and local politics and political events. Producer and program moderator is Ken Mosakowski. Former guests have included: William Brandon, author, historian, and authority on American Indians; Peter Camejo, 1970 Socialist Workers Party candidate for U.S. Senate from Massachusetts; Martin Linsky, former Minority Leader in the Massachusetts State House of Representatives and 1972 Republican candidate for the U.S. House of Representatives; and Claire Moriarty, author, peace activist, and feminist. Listeners often have the opportunity to phone in questions.

11:00 p.m. NEWS, SPORTS, WEATHER—
The Late Night report is a full half-hour similar to the Evening news, featuring late reports on campus speakers, Undergraduate Senate meetings, and many other developments around Wester Massachusetts. Occasional reviews of Amherst events and commentaries are also included.

11:30 p.m.—2:00 a.m. MUSIC WITH AL FEINBERG

TUESDAY:

6:00—10:00 a.m. THE MORNING SHOW WITH MR. K
7:00 a.m. NEWS, SPORTS, WEATHER
7:30 a.m. NEWS, WEATHER
8:00 a.m. NEWS, SPORTS, WEATHER
8:30 a.m. NEWS, WEATHER
9:00 a.m. NEWS, SPORTS, WEATHER

THE NEW

RECORD SHOP

233 NO. PLEASANT ST.

AMHERST CARRIAGE SHOPS

AMHERST

549-0736

NEW HOURS:

Monday-Friday 10 am-7 pm

Saturday 10 am-5:30 pm

FOWLER INC. Jewelers

WATCH
CLOCK
and
JEWELRY
REPAIRING

DIAMONDS
WATCHES
SILVERWARE
CHINA

PHONE: 253-7615

65 NORTH PLEASANT STREET

AMHERST, MASS. 01002

10:00 a.m.—2:00 p.m. MUSIC WITH CAPTAIN EQUINOX
12:00 noon NEWS, SPORTS, WEATHER
2:00—6:00 p.m. MUSIC WITH R. J. HANSON
3:00 p.m. NEWS, SPORTS, WEATHER
6:00 p.m. MUSIC
7:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
7:30 p.m. OPENINGS
This half-hour public affairs program takes an in-depth look at many area groups and problems.
8:00 p.m. MUSIC
10:00 p.m.—2:00 a.m. MUSIC WITH CAROL WIIK
11:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)

WEDNESDAY:
6:00—10:00 a.m. THE MORNING SHOW WITH JOHN ZIZIS
7:00 a.m. NEWS, SPORTS, WEATHER
7:30 a.m. NEWS, WEATHER
8:00 a.m. NEWS, SPORTS, WEATHER
8:30 a.m. NEWS, WEATHER
9:00 a.m. NEWS, SPORTS, WEATHER
10:00 a.m.—2:00 p.m. MUSIC WITH TOM JODKA
12:00 noon NEWS, SPORTS, WEATHER
2:00—6:00 p.m. MUSIC WITH ROCKET RICK
3:00 p.m. NEWS, SPORTS, WEATHER
6:00 p.m. MUSIC
7:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
7:30 p.m. INTERPOSE
A half-hour interview program concentrating on university topics, area problems, and speakers visiting the UMass campus. WMUA News Director Jim Concannon is your host. His past guests have included: Erwin Canham, Judith Crist, UMass Chancellor Randolph Bromery, and Vine Deloria.
8:00 p.m. UJAMAA DRUM
(3 Hours)
11:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
11:30 p.m.—2:00 a.m. MUSIC WITH BENTLEY

THURSDAY:
6:00—10:00 a.m. THE ANDREW D. LECKART ELECTRIC RADIO WAKE UP THEATRE
7:00 a.m. NEWS, SPORTS, WEATHER
7:30 a.m. NEWS, WEATHER
8:00 a.m. NEWS, SPORTS, WEATHER
8:30 a.m. NEWS, WEATHER
9:00 a.m. NEWS, SPORTS, WEATHER
10:00 a.m.—2:00 p.m. MUSIC WITH CAPTAIN EQUINOX
12:00 noon NEWS, SPORTS, WEATHER
2:00—6:00 p.m. MUSIC WITH STU GOLDMAN
3:00 p.m. NEWS, SPORTS, WEATHER
6:00 p.m. MUSIC
7:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
7:30 p.m. FILM QUOTES AND COMMENTS
A half-hour providing weekly criticism of films appearing in the area. Professor Tom Bohn of the UMass Speech Dept. is the moderator.
8:00 p.m. CYCLEBREAKER
An hour long public affairs program looking at many people and issues you don't always hear about in the daily news.
9:00 p.m. MUSIC
10:00 p.m.—2:00 a.m. MUSIC WITH R.J. HANSON
11:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
2:00 a.m.—6:00 a.m. MUSIC WITH MIKE DONAHUE

FRIDAY:
6:00—10:00 a.m. THE MORNING SHOW
7:00 a.m. NEWS, SPORTS, WEATHER
7:30 a.m. NEWS, WEATHER
8:00 a.m. NEWS, SPORTS, WEATHER
8:30 a.m. NEWS, WEATHER
9:00 a.m. NEWS, SPORTS, WEATHER
10:00 a.m.—2:00 p.m. MUSIC WITH TOM JODKA
12:00 noon NEWS, SPORTS, WEATHER
2:00—6:00 p.m. MUSIC WITH DICK MOULDING
3:00 p.m. NEWS, SPORTS, WEATHER
6:00 p.m. MUSIC WITH VAN
7:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
7:30 p.m. MUSIC
8:00 p.m. UJAMAA DRUM
(3 Hours)

11:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
11:30 p.m.—2:00 a.m. MUSIC WITH RADAR

SATURDAY:
6:00—10:00 a.m. BENTLEY & FRIENDS—
Music and Dig Deeper News
10:00 a.m.—2:00 p.m. MUSIC WITH JACK HARPER
2:00—6:00 p.m. MUSIC WITH CAROL WIIK
3:00 p.m. NEWS, SPORTS, WEATHER
6:00—10:00 p.m. MUSIC WITH BARRY WILLIAMS
10:00 p.m.—2:00 a.m. MUSIC WITH RON PLATUKIS
2:00—7:00 a.m. MUSIC WITH WIL GREENHOUSE

SUNDAY:
7:00—10:00 a.m. CLASSICS WITH ALI ABRAMS
10:00 a.m.—2:00 p.m. CLASSICS WITH BILL SCHUEBBER
12:00 noon NEWS, SPORTS, WEATHER
2:00—6:00 p.m. CLASSICS WITH K.W. WILLIAMS
6:00—10:00 p.m. THE GREAT JAZZ MACHINE WITH RADAR
7:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
10:00 p.m. SPORTS TALK
A one hour sports call in show including as many sports personalities on campus as possible.
11:00 p.m. NEWS, SPORTS, WEATHER
(30 Minutes)
11:30 p.m.—2:00 a.m. MUSIC WITH JOHN ZIZIS

All programs subject to change without notice.

WMUA

by A. Kent Best

"You're listening to WMUA in Amherst. This is free form radio that covers a wide variety of topics that includes news, sports, public affairs, black programming, women's affairs, and, of course, music. The music at WMUA covers easy listening rock in the mornings leaning to progressive in the afternoons. At least four nights a week the evening hours include black music moving on to mostly hard rock all night long."

For a closer look at WMUA, the news department is led by News Director Jim Concannon. News is recognized under public affairs programming that includes "University Week in Review", "Interpose", "Cyclebreaker", "Openings", "Film Quotes and Comments", and "Focus". One of the more popular shows is "Film Quotes and Comments" which you'll notice in the guide is aired 7:30 p.m. to 8:00 p.m. on Thursday evenings. Speech Professor Tom Bohn and selected students scrutinize the latest films that are in the immediate UMass area, while they usually focus critically on one specific topic.

Another area that falls under public affairs in general is sports and that department is headed by Kent Best. Sports on WMUA covers on-campus events, as well as remote broadcasts that range from football coverage in Lewisburg, Pennsylvania to basketball at Morgantown, West Virginia to hockey at Burlington, Vermont or baseball at Storrs, Connecticut.

In trying to feature as many sports as possible, a call in sports program, "Sports Talk", is aired on

Authentic Chinese Cooking
Personal Atmosphere
Reasonable Prices

THE WOK

HOURS: 5—10 PM MON, WED, THUR, FRI, SAT
NOON—8 PM SUNDAY
LUNCH 12—2 PM
CLOSED TUESDAY

ROUTE 9 586-1202 HADLEY, MASS.

HANDMADE & IMPORTED GIFTS

The MERCANTILE

COMPLETE CANDLE MAKING SUPPLIES

INCENSE
PIPES
PAPERS

BEDSPREADS
DRESSES
POSTERS

CANDLES
JEWELRY
CARDS . . .

BEADS
SILVER
FINDINGS

TOYS
POTTERY
FABRIC DYE

9 East Pleasant St.
Amherst
Tel. 549-1396

45/30/W6

Old Weird Harolds

NEW & USED CLOTHES

RT. 9 BETWEEN AMHERST & NORTHAMPTON

206 RUSSELL STREET

Mon.-Sat. 10:00-8:00

Telephone 586-3727

USED

LEATHER JACKETS	DENIM COATS	ARMY COATS
WORK SHIRTS	OVERALLS	FURS
SUEDE JACKETS	VELVETS	VESTS
CORDUROY JACKETS	SWEATERS	JEANS
FLANNEL SHIRTS	T-SHIRTS	P-COATS